

### **Amendments to the Claims**

This listing of claims will replace all prior versions and listings, of claims in the application:

1. (original) A method of providing an individualized personal care program to a customer, the method comprising, in a first retail location:
  - a) obtaining personal information from a customer;
  - b) using the personal information to create an individualized personal care program for the customer;
  - c) providing the individualized personal care program to the customer, wherein the individualized personal care program comprises at least two elements selected from the group consisting of a recommendation for at least one personal care product, a recommendation for at least one personal care activity, and a recommendation for at least one personal care service;
  - d) wherein the first retail location is one of a plurality of retail locations in data communication with one another.
2. (original) The method of claim 1 wherein data comprising the personal information is communicated from the first retail location to a second retail location.
3. (original) The method of claim 1 wherein data comprising the individualized personal care program is communicated from the first retail location to a second retail location.
4. (original) The method of claim 1 wherein data comprising the personal information and the individualized personal care program are communicated from the first retail location to a second retail location.
5. (currently amended) The method of claim 4 wherein the data comprising the personal information and the individualized personal care program are

communicated from the first retail location to the second retail location at the customer's direction.

6. (original) The method of claim 1 wherein the individualized personal care program is an individualized personal skin care program.
7. (original) The method of claim 6 wherein the at least one personal care product is a skin care product.
8. (original) The method of claim 6 wherein the at least one personal care activity is a skin care activity.
9. (original) The method of claim 6 wherein the at least one personal care service is a skin care service.
10. (original) The method of claim 1 wherein the individualized personal care program is an individualized personal hair care program.
11. (original) The method of claim 1 wherein the individualized personal care program is an individualized personal wellness program.
12. (original) A method of providing an individualized personal care program to a customer in a retail shopping environment, the method comprising, in a retail shopping environment:
  - a) obtaining personal information comprising objective information from a customer;
  - b) using the personal information to generate individualized personal care needs for the customer;
  - c) evaluating the individualized personal care needs against standards that reflect needs for personal care products, needs for personal care services,

- and needs for personal care activities, to create an individualized personal care needs assessment;
  - d) using the individualized personal care needs assessment to create an individualized personal care program, the individualized personal care program comprising at least one element selected from the group consisting of a personal care product, a personal care service, and a personal care activity; and
  - e) providing the individualized personal care program to the customer.
13. (original) The method of claim 12 wherein the personal care needs comprise skin care needs, hair care needs, wellness needs, or any combination thereof.
14. (original) A method of providing a personalized skin care program to a customer in a retail shopping environment, the method comprising, in a retail shopping environment:
- a) obtaining personal information comprising objective information from a customer;
  - b) using the personal information to create a personalized skin care program for the customer;
  - c) providing the personalized skin care program to the customer, wherein the personalized skin care program comprises at least two elements selected from the group consisting of a recommendation for at least one skin care product, a recommendation for at least one skin care activity, and a recommendation for at least one skin care service.
15. (original) The method of claim 14 wherein the personal information is retained with a personal identifier unique to the customer.
16. (original) The method of claim 14 wherein the personal information comprises subjective information.

17. (original) The method of claim 16 wherein the personal information is obtained from the customer by questioning means.
18. (original) The method of claim 17 wherein the questioning means is a personal interview.
19. (original) The method of claim 17 wherein the questioning means is a written questionnaire.
20. (original) The method of claim 14 wherein the personal information comprises objective information.
21. (original) The method of claim 20 wherein the personal information is obtained by imaging the customer's skin to obtain a skin image.
22. (original) The method of claim 21 wherein the customer's skin image is electronically analyzed.
23. (original) The method of claim of claim 14 wherein the skin care activity is an educational seminar.
24. (original) The method of claim 14 wherein the skin care activity is a recommendation for the customer to be examined by a dermatologist.
25. (original) The method of claim 14 wherein the skin care service is a facial.
26. (original) The method of claim 14 wherein the skin care service is a massage.
27. (original) The method of claim 14 wherein the skin care service is a makeover.

28. (original) The method of claim 14 wherein the personalized skin care program comprises personalized recommendations for cosmetic and fashion colors.
29. (original) A method of providing a personalized skin care program to a customer in a retail shopping environment, the method comprising
  - a) obtaining personal information from a customer;
  - b) imaging a portion of the customer's skin to create a skin image;
  - c) analyzing the skin image to create a skin image analysis report;
  - d) providing an assessment of the portion of the customer's skin by a professional skin care consultant;
  - e) using the personal information, the assessment, and the skin image analysis report to create a personalized skin care program for the customer; and
  - f) providing the personalized skin care program to the customer, wherein the skin care program comprises recommendations for at least one skin care product, at least one skin care activity, and at least one skin care service.
30. (original) The method of claim 29 wherein the personalized skin care program is provided to the customer through one or more skin care counseling sessions with a professional skin care consultant.
31. (original) The method of claim 29 wherein the personalized skin care program is provided to the customer through a written report.
32. (original) The method of claim 29 wherein the at least one skin care activity is selected from the group consisting of educational seminars, an appointment with a dermatologist, an exercise program, nutritional counseling, or increased hydration.
33. (original) The method of claim 29 wherein the at least one skin care product is selected from the group consisting of cleansers, moisturizers, toners, sunscreens, skin lighteners, skin darkeners, wrinkle treatments, unwanted hair diminishing

products, color cosmetics, astringents, acne treatments, oil-reduction products, sunless tanning products, and skin firming treatments.

34. (original) The method of claim 29 wherein the at least one skin care service is selected from the group consisting of facials, masks, makeup consultations, fashion color consultations, massages, tanning services, unwanted hair removal, manicures, and pedicures.
35. (original) The method of claim 29 wherein the personal information includes subjective information.
36. (original) The method of claim 29 wherein the personalized skin care program comprises personalized recommendations for cosmetic and fashion colors.
37. (original) The method of claim 29 wherein the personalized skin care program comprises a recommendation for the customer to be examined by a dermatologist.
38. (original) The method of claim 36 further comprising transmitting the skin image to a dermatologist.
39. (original) The method of claim 37 wherein the image is transmitted electronically.
40. (original) The method of claim 29 wherein the professional skin care consultant is an aesthetician.
41. (original) A method of providing personalized skin care education to a customer, the method comprising
  - a) obtaining personal information from a customer;
  - b) imaging a portion of the customer's skin to create a skin image;
  - c) computationally analyzing the skin image to create a skin image analysis report;

- d) providing an assessment of the portion of the customer's skin by a professional skin care consultant;
  - e) using the personal information, the assessment, and the skin image analysis report to create an itemized list of a first specific skin care need and at least a second specific skin care need for the customer;
  - f) providing the customer with the itemized list and information about educational seminars addressing at least the first skin care need; and
  - g) providing a first educational seminar addressing the first specific skin care need and at least a second educational seminar addressing the second specific skin care need.
42. (original) A method of providing a personalized skin care program to a customer in a retail shopping environment, the method comprising, in a retail shopping environment,
- a) obtaining personal information from a customer;
  - b) imaging a portion of the customer's skin to create a skin image;
  - c) computationally analyzing the skin image to create a skin image analysis report;
  - d) providing an assessment of the portion of the customer's skin by a professional skin care consultant;
  - e) using at least two of the personal information, the assessment, and the skin image analysis report to create a personalized skin care program for the customer; and
  - f) providing the personalized skin care program to the customer, wherein the skin care program comprises recommendations for at least one skin care product, at least one skin care activity, and at least one skin care service.
43. (original) A method of providing a personalized skin care program to a customer in a retail shopping environment, the method comprising, in a retail shopping environment,
- a) obtaining personal information from a customer;

- b) imaging a portion of the customer's skin to create a skin image;
  - c) analyzing the skin image to create a skin image analysis report;
  - d) providing an assessment of the portion of the customer's skin by a professional skin care consultant;
  - e) using the personal information, the assessment, and the skin image analysis report to create a personalized skin care program for the customer; and
  - f) providing the personalized skin care program to the customer, wherein the skin care program comprises at least two elements selected from the group consisting of a recommendation for at least one skin care product, a recommendation for at least one skin care activity, and a recommendation for at least one skin care service.
44. (original) The method of claim 43 wherein the personal information, the assessment, and the skin care analysis report are retained with a personal identifier unique to the customer.
45. (original) The method of claim 43 wherein the portion of the customer's skin is imaged to create a first skin image at a first time, and the portion of the customer's skin is imaged to create a second skin image at a second time which is later than the first time.
46. (original) The method of claim 45 wherein the personalized skin care program further comprises a comparison of the first skin image and the second skin image.
47. (withdrawn) A method of providing a personalized hair care program to a customer in a retail shopping environment, the method comprising, in a retail shopping environment,
- a) obtaining personal information from a customer;
  - b) imaging a portion of the customer's hair to create a hair image;
  - c) analyzing the hair image to create a hair image analysis report;



- d) providing an assessment of the portion of the customer's hair by a professional hair care consultant;
  - e) using the personal information, the assessment, and the hair image analysis report to create a personalized hair care program for the customer; and
  - f) providing the personalized hair care program to the customer, wherein the hair care program comprises at least two elements selected from the group consisting of a recommendation for at least one hair care product, a recommendation for at least one hair care activity, and a recommendation for at least one hair care service.
48. (withdrawn) The method of claim 47 wherein at least one of the personal information, the assessment, and the hair care analysis report is retained with a personal identifier unique to the customer.
49. (withdrawn) The method of claim 48 wherein the portion of the customer's hair is imaged to create a first hair image at a first time, and the portion of the customer's hair is imaged to create a second hair image at a second time which is later than the first time.
50. (withdrawn) The method of claim 49 wherein the personalized hair care program further comprises a comparison of the first hair image and the second hair image.
51. (withdrawn) The method of claim 49 wherein the personal identifier is used to retrieve the first hair image.
52. (withdrawn) A method of providing a personalized wellness program to a customer in a retail shopping environment, the method comprising, in a retail shopping environment,
- a) obtaining personal information from a customer;
  - b) collecting a saliva sample from the customer;

- c) analyzing the saliva sample for cortisol determine a cortisol level for the customer;
  - d) using the personal information and the cortisol level to create a personalized wellness program for the customer; and
  - e) providing the personalized wellness program to the customer, wherein the wellness program comprises at least two elements selected from the group consisting of a recommendation for at least one wellness product, a recommendation for at least one wellness activity, and a recommendation for at least one wellness service.
53. (withdrawn) The method of claim 52 wherein the wellness product comprises a sensory stimulus.
54. (withdrawn) The method of claim 53 wherein the sensory stimulus is an olfactory stimulus.
55. (withdrawn) The method of claim 52 wherein the wellness activity comprises a sensory regimen.
56. (withdrawn) The method of claim 52 wherein the wellness service comprises an educational seminar.
57. (withdrawn) A method of providing a personalized wellness program to a customer in a retail shopping environment, the method comprising:
- a) obtaining personal information from a customer;
  - b) obtaining objective information comprising a stress measurement from the customer;
  - c) using the personal information and the objective information to create a personalized wellness program for the customer; and

- d) providing the personalized wellness program to the customer, wherein the personalized wellness program comprises a recommendation for a product, service, or activity to improve the customer's stress measurement.
58. (withdrawn) The method of claim 57 wherein the stress measurement comprises a measurement of stress hormone level.
59. (withdrawn) The method of claim 58 wherein the stress hormone is cortisol.
60. (withdrawn) The method of claim 57 wherein the stress measurement comprises a psychometric measurement.
61. (withdrawn) The method of claim 57 wherein the stress measurement comprises a psychometric measurement and a measurement of stress hormone level.
62. (withdrawn) The method of claim 57 wherein the personalized wellness program comprises a recommendation for a product, activity, or service to decrease stress measurement.
63. (withdrawn) The method of claim 62 wherein the personalized wellness program comprises a recommendation for a product, activity or service to decrease stress hormone level.
64. (withdrawn) The method of claim 59 wherein the cortisol is measured by analyzing a saliva sample from the customer.